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ABSTRACT

A basic program of community services and the basic procedures for its effective administration and supervision are presented in checklist form. This checklist is offered as a guide for public and private junior colleges interested in establishing or strengthening a program of community services, and includes suggestions for community colleges to make available their facilities for community use, thereby involving community members with faculty and students in planning and developing community service programs. An effective system of both internal and external communication is also needed to facilitate community service programs, in establishing program goals, and in coordinating and administering college and community activities. (Author/RC)

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COMMUNITY SERVICES

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Community services is now widely recognized as a major function of the community college. And while the community college services its community through its regular programs and activities, an increasing number of colleges now provide in cooperation with other community agencies, special programs of community services, i.e., educational, cultural, and recreational services above and beyond regularly scheduled day and evening classes. By so doing, these institutions recognize that by definition the community college has an obligation to:

1. Become a center of community life by encouraging the use of college facilities and services by community groups when such use does not interfere with the college's regularly scheduled day and evening programs;
2. Provide educational services for all age groups which utilize the special skills and knowledge of the college staff and other experts and are designed to meet the needs of community groups and the college district community at large;
3. Provide the community with the leadership and coordination capabilities of the college, assist the community in long-range planning, and join with individuals and groups in attacking unsolved problems;
4. Contribute to and promote the cultural, intellectual, and social life of the college district community and the development of skills for the profitable use of leisure time.

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A basic program of community services and basic procedures for the effective administration and supervision of the program are presented in check list form. This check list is offered as a guide for public and private junior colleges interested in establishing or strengthening a program of community services. (1)

A Basic program of community services should provide for:

- I. Community Use of College Facilities
Provision of physical facilities for meetings and events
Cosponsorship of community services on campus
- II. Community Educational Services
Short courses
Community leadership and development
Community counseling
Speakers' bureau

III. Cultural and Recreational Activities

Lecture series
Fine Arts series
Recreation activities

IV. Institutional Development

Special Events
Citizen participation groups
Community information service

The effective administration and supervision of the program of community services involves:

I. I. SECURING COMMUNITY-COLLEGE SUPPORT

A. Involve community in planning and development

- Utilize personnel of appropriate community groups in planning and promotion of program
- Engage community advisory committees in planning of program
- Obtain cosponsorship of services and activities by local groups
- Actively involve a large number of community people and groups in program
- Secure active participation and support of community leaders
- Organize community advisory council as means of identifying community needs and interests
- Develop and maintain cooperative, friendly relationships with community groups
- Arrange for community cultural groups to affiliate with college

B. Maintain effective internal and external communication

- Establish regular information service to keep citizens of college district community informed on college matters
- Provide adequate time to plan publicity campaigns
- Use a wide variety of media to communicate with public and reach all segments of college district community
- Direct publicity and publications toward specific publics in community
- Utilize extensive direct mail publicity
- Arrange for direct coverage of college events by area press
- Develop and maintain personal relationship with area press
- Prepare brochures regarding activities and services and distribute throughout community
- Issue personal invitations to community leaders to attend events
- Keep public fully informed of services available from college
- Establish citizens' committees as an aid in presenting programs to community
- Clarify channels of communication between community services office and other college departments involved in providing services

- C. Involve faculty and students in planning and development
 - Encourage active participation of faculty and students in program
 - Organize student-faculty planning committee
 - Provide opportunity for faculty to help plan program informally and through study and advisory committees
- D. Coordinate services with other community groups
 - Coordinate program with other community and regional groups to avoid unnecessary duplication of services
 - Maintain close liaison with public school personnel of college district
 - Encourage community-wide coordination of cultural and recreational activities
- E. Encourage college staff to participate in community affairs
 - Encourage college personnel to participate in community activities
 - Make college personnel available to community as consultants
 - Provide leadership in organizing needed community groups and solving community problems
- F. Orient faculty and staff to community service function
 - Interpret community service function to college faculty and staff on continuous basis

II. DETERMINING NATURE AND SCOPE OF PROGRAM

- A. Provide effective planning and research
 - Insure long-range planning of program
 - Plan carefully all details of each individual service or activity
 - Begin planning of individual services and activities at early date
 - Consider carefully timing of services or activities
 - Encourage staff experimentation and innovation in developing program
 - Invite community groups to utilize college facilities and resources
 - Preplan advisory committee meetings carefully
 - Obtain evaluation of services and activities from participants
 - Conduct appropriate research studies, including surveys and polls
- B. Establish high standards for public performance
 - Select known, quality artists and lecturers
 - Determine and adhere to standards for public performance
- C. Tailor services to specific needs and interests
 - Tailor program and individual services to meet needs and interests of specific groups in district community

D. Define program purposes and objectives

- Determine objectives and philosophy of program and individual services
- Emphasize educational aspects of program
- Present diversified and balanced program
- Define specific functions of citizens' advisory committees

E. Identify community needs and interests

- Make community survey to determine specific needs and interests of district community
- Base each decision to provide a service or activity on analysis of community needs and interests
- Hold conferences and informal discussions with community people for purposes of determining community needs and interests
- Encourage community-at-large to express its desires and needs for specific services

III. ORGANIZING AND ADMINISTERING PROGRAM

A. Provide effective administration and supervision

- Establish community services division as major administrative area
- Obtain full-time community services administrator to provide leadership and assume over-all responsibility for program
- Provide adequate staff to organize and implement program
- Select enthusiastic, well-qualified staff supervisors for program
- Employ qualified public information officer
- Provide supervisors with sufficient time and authority to plan and coordinate activities
- Assure staff supervisors of freedom and authority to develop their activities
- Obtain adequate clerical assistance
- Select membership of citizens' advisory committees carefully on basis of purposes of committee
- Provide expert staff help for citizens' advisory groups
- Provide over-all coordination of events cosponsored by community groups

B. Establish and adhere to written policies, regulations and procedures.

- Establish written policies, regulations, and procedures for all aspects of program
- Apply policies and regulations uniformly
- Review policies, regulations, and procedures periodically to see if they are still effective
- Maintain flexibility in accommodating community needs
- Require that all instructions and requirements for use of college facilities be in writing
- Arrange meeting with representatives of groups using college facilities for detailed joint-planning
- Require college supervisor to be present during time facility

- C. Utilize community facilities and resources
 - Offer services and activities at off-campus locations
 - Utilize qualified consultants in developing program when need arises
- D. Secure board, administration, and faculty support
 - Secure understanding and support of board of trustees for program
 - Elicit support and cooperation of administration and faculty
 - Obtain support of board, administration, and faculty for community service as a major function
- E. Obtain essential resources
 - Secure essential financial support for program
 - Provide adequate facilities and equipment for program

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- (1) Ervin L. Harlacher. Effective Junior College Programs of Community Services: Rationale, Guidelines, Practices. Junior College Leadership Program, Occasional Report Number 10. Los Angeles: School of Education, University of California, 1967.

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CLEARINGHOUSE FOR
JUNIOR COLLEGE
INFORMATION

Implementation

1. Your own philosophy of community services.
2. What has been done? Evaluation
3. What should you be doing?
4. Who is responsible? How does community service fit with other responsibilities?
5. Are the resources and menas available to make progress toward your goals in relationship with the community?